

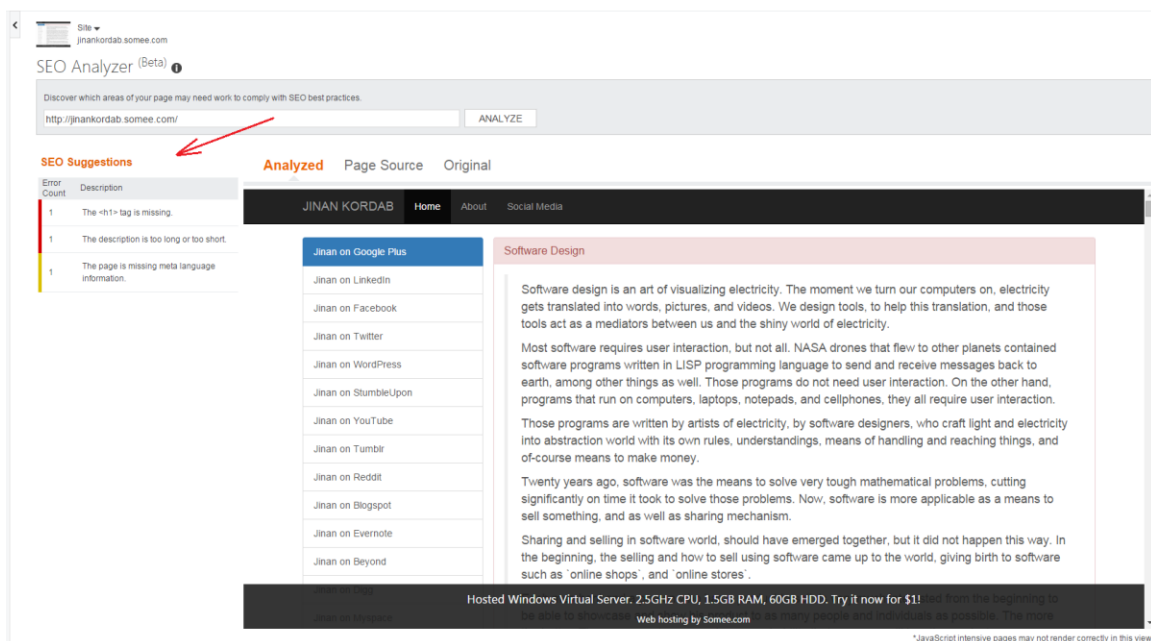
Bing Webmaster Tools – SEO -

```
<meta name="xxxxxxxxxx" content="xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx" />
```

Look what you can do with one line of code above. The x are for security reasons, the actual letters may slightly vary.

Literally, adding only this line of code to your site's landing page, you are given very deep, and strong SEO analytical capabilities from BING and BING Webmaster Tools, to increase your sales along the way!

As an example, look at SEO analyzer tool. Very simple look and feel. The snapshot below is taken from my personal MVC site hosted on some.com: jinankordab.somee.com



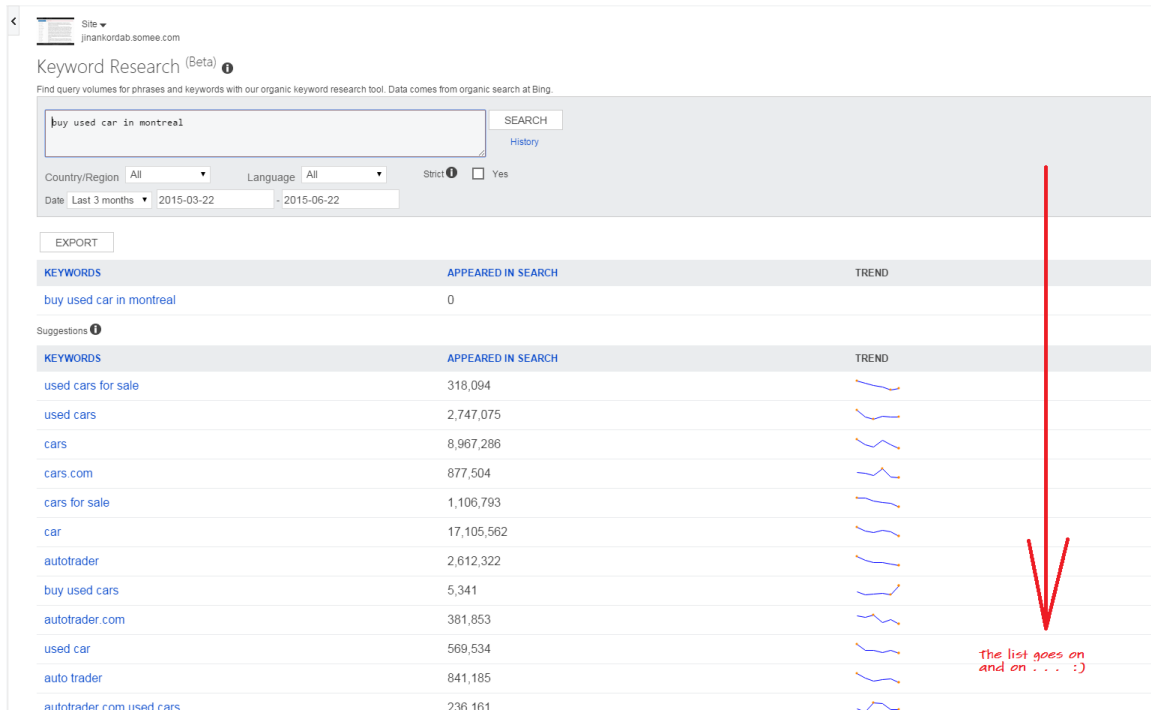
The SEO suggestions list box, gives you suggestions and tips on how to improve your pages SEO.

Another tool that I found WILD, ROCKING WILD, is called Keyword Research. You enter keyword phrases, one per line, click on search button, and you get how many times this phrase appeared in search, with additional suggestions to similar phrases.

This is practical. It helps me settle down on which phrases to buy for my product.

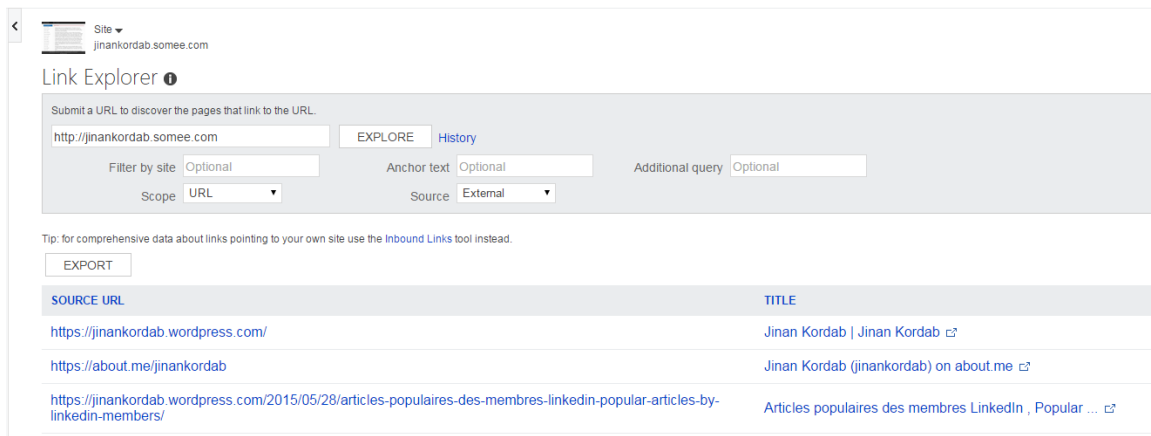
I do not know about you guys, but to me this is heaven, because when my boss comes and asks me how many keywords for SEO have I bought, and what keywords, I show him. But when he

asks me WHY ? And why I choose those keywords, now, I can show him the answer and proof !
The snapshot below shows Keyword Research tool:



Another tool in Bing Webmaster Tools is called Link Explorer. Now, as part of my online social media engagement, I sometimes change links and referrals to my resume on different blogs and sites, to reflect the update. Recently I have published a new site: jinankordab.somee.com, which is cool and built with MVC , bootstrap and Web-API. It was around two weeks ago. Today I wanted to remember, on which blogs, and on which EXACT blog pages I changed, or added this new site's link. I could not !

Look what Link Explorer does, as shown in image below:



It shows me all the pages on the Internet, that link to my site. So now I remembered where I updated my site's link ! Not only this. If someone else adds my link on his site, here is the place where I will know. Inbound Links tool adds even more comprehensive data !

Guys, all this heaven, and many other things as well are available to the left section of Bing Webmaster Tools, once you log in and create an account.

Enjoy ! Because I am ! ☺

Jinan Kordab

Jinankordab.somee.com